

### checklist

This checklist is designed to help you prepare for your first **Virtual Face Mapping** session

#### how to go digital

- ✓ Ensure you have either an Instagram or Facebook business page as these are a great way to promote virtual services.
- ✓ Can you add a virtual service booking option to your website or the platform you use?
- ✓ Facebook Business Page can be used as a booking system if you do not already have one.
- ✓ What platform will you use for your virtual services? Investigate and find the right one you feel comfortable with.
  - **ProTip:** Popular platforms include ZOOM, FaceBook Messenger and WhatsApp Video
- ✓ Once you have decided on the platform, practice with it so you can easily navigate the dashboard and set up links.
- ✓ Ensure you have checked your WIFI connection in the area of the business you plan on hosting virtual services.
- ✓ What digital devices do you have to run these services?
- ✓ Prepare a trouble shooting FAQ to ensure your clients also feel confident with the technology they will be using to connect with you.
- ✓ Check the online client journey is easy and smooth to navigate before you go live.



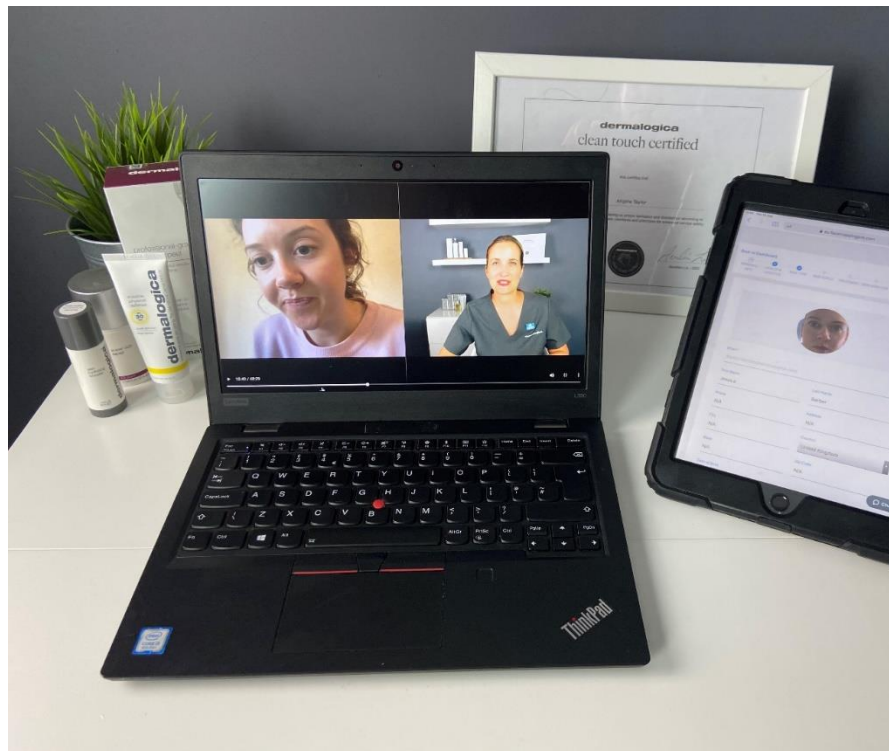
## communicating to the client

- ✓ Promote your virtual services on your social channels and website.
- ✓ Use the available assets to promote the virtual services.
- ✓ Use a video of yourself talking about these services, video content works well as customers like to see human faces and feel authenticity.
- ✓ Once the client has booked their session send out the link.
- ✓ For new and existing clients email the URL link to complete their pre authorization details on **FaceMappingPRO** prior to appointment. Once completed this will then populate into your skin centre account under the client's record.
- ✓ Alternatively, if they are an existing client log in and check your existing client's details are still correct on **FaceMappingPRO**.
- ✓ Send a reminder of their session 48 hours before their appointment.
- ✓ Make sure the client knows what to expect for the session. For this virtual service ideally you want the client to have a clean skin so you can analyse their skin properly.
- ✓ Explain that this session is designed to assess the client's skin goals and needs.
  - **ProTip:** You may want to produce an FAQ to help with this.




## getting prepared

- ✓ Set up your staging area, are you hosting in your treatment room, or alternate space. Can you create a branded backdrop, or do you need to create a virtual one?
- ✓ Look at the client's information that they have provided you so far to ensure you know their name and any other details from previous sessions.
- ✓ Having two screens for this service will make it easier for you. Use one for **FaceMappingPRO** so you can fill in details and one for virtual skin analysis.
- ✓ Make sure you have practiced the steps of this service before going live with your first client.
- ✓ Ensure your lighting is good so the customer will be able to clearly see you.
- ✓ Be in uniform and fully representing your brand prior to going live.
- ✓ Have some products available that would be suitable for the customer. Having them complete the pre-authorization will indicate some initial product suggestions to discuss. Ensure any products shown are in full retail size to engage the customer further.
- ✓ Ensure you have prepared your area (hand sanitizer)
- ✓ Always be prepared for the sale, understand how the purchase my product regimen option works so the client can easily purchase product.



## going live

- ✓ Access the link at least 10 minutes before the virtual service so that you are ready.
  - ✓ Check your camera and microphone are working, you may need to reposition the camera and adjust the backdrop prior to the client arriving.
  - ✓ Have you informed anyone else in your business you are going live, just so you don't have any interruptions!
  - ✓ How can the client contact you if they are having issues? Provide them with alternative contact details for the business. Check your emails to ensure they are not having any technical struggles.
- 
- ✓ Greet the client by their name as they arrive.
  - ✓ Introduce yourself, start to build a connection, ensure client feels comfortable.
  - ✓ Explain what their virtual service will involve.
  - ✓ Make sure the customer has good lighting so you can see their skin.
  - ✓ Remember, everything you say and do needs to add value to your customer's experience.
  - ✓ Make sure you document all relevant details of the interaction on **FaceMappingPRO**.
  - ✓ Watch your timing, we advise breaking down the 20 minute service into:
    - Welcome - link to consultation details via **FaceMappingPRO**
    - Face Mapping interaction and advice
    - Continuing the connection

## follow up

- ✓ Email the client's prescription through FaceMappingPRO
- ✓ Suggest an in-person service or alternative Virtual Touch that will support their skin goal
- ✓ Keep connected by scheduling a Virtual Touch check in to review their skin and the results.
  - **ProTip:** this is a great service to provide at least every quarter.
- ✓ Suggest a **masterclass** if you feel there is a topic they would benefit from.

